

2.10

WORKSHEET:

Correcting common mistakes found in sample copy



Correcting Common Mistakes

Take a moment to practice your editorial skills on the following pieces of copy.

You'll find errors in both that could go undetected by your writers or by technology.

How would you correct the following?



The primary feature of our new writing app is the Recall feature. As your writing, our app will save your work “automatically” to the cloud. But if at any point you loose text from your piece, hit the Recall feature too open the archive. You'll be able to pick from multiple version's to find the one you want and when you click it, it'll be back on your screen.

There are **5 mistakes**. It should read:

The primary feature of our new writing app is the Recall feature. As **you're** writing, our app will save your work **automatically** to the cloud. But if at any point you **lose** text from your piece, hit the Recall feature **to** open the archive. You'll be able to pick from multiple **versions** to find the one you want and when you click it, it'll be back on your screen.

How would you correct the following?
Keep in mind there are more errors than in the first example. Be sure to look for poor use of commonly confused words, quotations marks, apostrophes, and misspelled words.



Our challenge: figureing out weather or not customers want our product. Their opinions will effect our actions, so we must keep our eyes open. The first strategy is to “monitor” social media. Platforms like Twitter and Facebook enable us to meat our fans, but its a challenge to keep up with the demands of constant engagement. Only by embracing marketing automation tool's will we be enable to hear customer opinons and dress they're demands.

Hopefully, you never have to edit a piece as messy as this one,
as there were **11 errors** in total:

Our challenge: **figuring** out **whether** or not customers want our product. Their opinions will **affect** our actions, so we must keep our eyes open. The first strategy is to **monitor** social media. Platforms like Twitter and Facebook enable us to **meet** our fans, but **it's** a challenge to keep up with the demands of constant engagement. Only by embracing marketing automation **tools** will we be **able** to hear customer **opinions** and **address their** demands.